

Ready?...Set, Act! **and the Public Affairs IPT**



2001 CSEPP NATIONAL CONFERENCE

IPT Accomplishments

- IPT formed & charter approved
- CSEPP Joint Communications Action Plan (National Outreach Strategy)
- Sharing Best Practices
- Integration with SIP Working Group
- Product Coordination
- Technology Facilitator



Action Plan: Key Concepts

- Focus on communicating where the public mindset--people-centered messages
- Activate the active people
- Establish consistent message and tone
- “More bang for the buck”
- Measurable results



Public Affairs IPT



Coordinated Campaign

Ready

Know how to respond:

- Know where to get information
- Know your role in an emergency
- Know your zone
- Know what protective action to take

Set

Have the tools:

- Family plan
- Tone alert radio
- Shelter-in-place kit

Act

Respond appropriately:

- Evacuate
- Shelter
- When to leave shelter

Public Feedback



2001 CSEPP NATIONAL CONFERENCE

Our Vision:

A public that can and
will act appropriately
upon notification of
an emergency at a
chemical installation.

CSEPP Public Affairs Integrated Process Team

